

# Create a Visual Bullhorn for Your Brand in Three Easy Steps

Today's retail environment is like a rock concert: crowded and loud. To stand out in this marketplace and make an impact, you need to amplify your brand. The catch is, you only have a few seconds to capture a customer's attention, deliver your message and make a lasting impression. If you are looking to more effectively rope in shoppers and make your brand heard, read on for three easy steps to amplify your voice using visual elements.

## 1 Move Fast

Modern day consumers are used to receiving answers to questions in milliseconds, and digital has become a foundational element in-store as much as it is outside of the store. Adjusting to this new normal, **the human attention span has shrunk to just eight seconds** – shorter than that of a goldfish. To make sure your messages are heard, employ visual playlists across digital displays throughout your store that direct shoppers' attention, and inform them of new items, promotional offers and more in mere seconds.

**8**  
SECONDS

The human attention span has shrunk to just eight seconds – shorter than a goldfish.

Source: *Consumer Insights, Microsoft Canada*

## 2 Customize Content

Keep content fresh and relevant. Update and change your messages in real time based on current inventory and pricing, as well as limited-time offers. Further, **77% of consumers choose, recommend or pay for a brand that provides a personalized service or experience**, so incorporating personalized offers – spotlighting an item a shopper has previously expressed interest in, for example – will not only better capture the shopper's attention, but increase the likelihood of conversion.

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Source: *Consumer Technographics Brand Compass Survey, Q3 2015*



## 3 Show, Don't Tell

Captivating visuals are one of the most powerful resources in a marketer's wheelhouse. **Shoppers who view video are nearly twice as likely to purchase** than non-viewers, and retailers cite a 40% increase in conversions as a result of video. Relying on high-resolution graphics and multimedia will give you greater power stop a shopper in his tracks and improve the likelihood of a purchase, and increase the probability they will remember you. Studies have found that when people hear information they will only remember ~10% of it three days later. But, if combined with an image, **65% of people recall the information three days later.**

**2x** Shoppers who view video are twice as likely to purchase

Source: *Invodo 2014 and <http://www.brainrules.net/vision>*

**SCALA** 



The Scala digital platform enables retailers to tailor communications for maximum impact. Content can be managed centrally and also updated locally, which allows for message refinement that creates a unique, personalized way of communicating to consumers.

To learn more about Scala and to see how other leading retailers are leveraging Scala's capabilities to increase sales, visit: [SCALA.COM/RETAIL](https://SCALA.COM/RETAIL)